

# Social Advertising: The New Frontier for SMB Ad Campaigns



March 30, 2016

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# Background & Areas of Expertise

## WHO WE ARE



In an industry where change is constant, BIA/Kelsey delivers deep intelligence about market direction and viable economic opportunities through our research and analysis of emerging trends in key coverage areas.

Guided by a team of globally recognized subject matter experts, BIA/Kelsey offers briefings, insight papers, national and local market forecasts, local/SMB spend research, and in-depth competitive intelligence.

## PRACTICE EXPERTISE

Online Search & Marketing

Mobile Advertising & Monetization

Social Media

SMB Spend Trends

Loyalty & Transactions

Video Advertising

Print/Broadcast Marketing

Local Media & Business Services

Emerging & Vertical SMB Markets

## PROCESS & ENGAGEMENT RIGOR

Strict adherence to BIA/Kelsey five-stage 'Project Lifecycle Management' framework

Multi-stage quality assurance process

Defined tollgates for interim client reviews

Extensive use of technology for knowledge management, operational efficiencies

## AT A GLANCE

- Founded in 1983
- 130+ clients globally across traditional media, technology, and financial/investment industries.
- Since launch, have served over 400 clients with research, consulting, and advisory services.
- Focused team of 42 Industry Analysts, Researchers, Economists, Financial Analysts and support staff.
- Metropolitan Washington DC based headquarters with offices in San Francisco, Los Angeles, Chicago & Denver.

# Today's Webinar – What We'll Be Covering

- Provide a background and introduction on social media advertising for SMBs
- Examine how resellers and sales teams are adapting to social advertising
- Learn about Tiger Pistol and SMB social media lead generation
- Discuss commonly asked questions, and answer questions from the audience.

Find out how to receive a complimentary copy of the new report, 'Social Advertising: How SMB's are Fueling Growth in Online Advertising PLUS a Social Advertising 101 Primer

# Today's Presenters



## **Abid Chaudhry**

Senior Director, Industry Strategy  
BIA/Kelsey



## **Steve Hibberd**

CEO & Co-Founder  
Tiger Pistol

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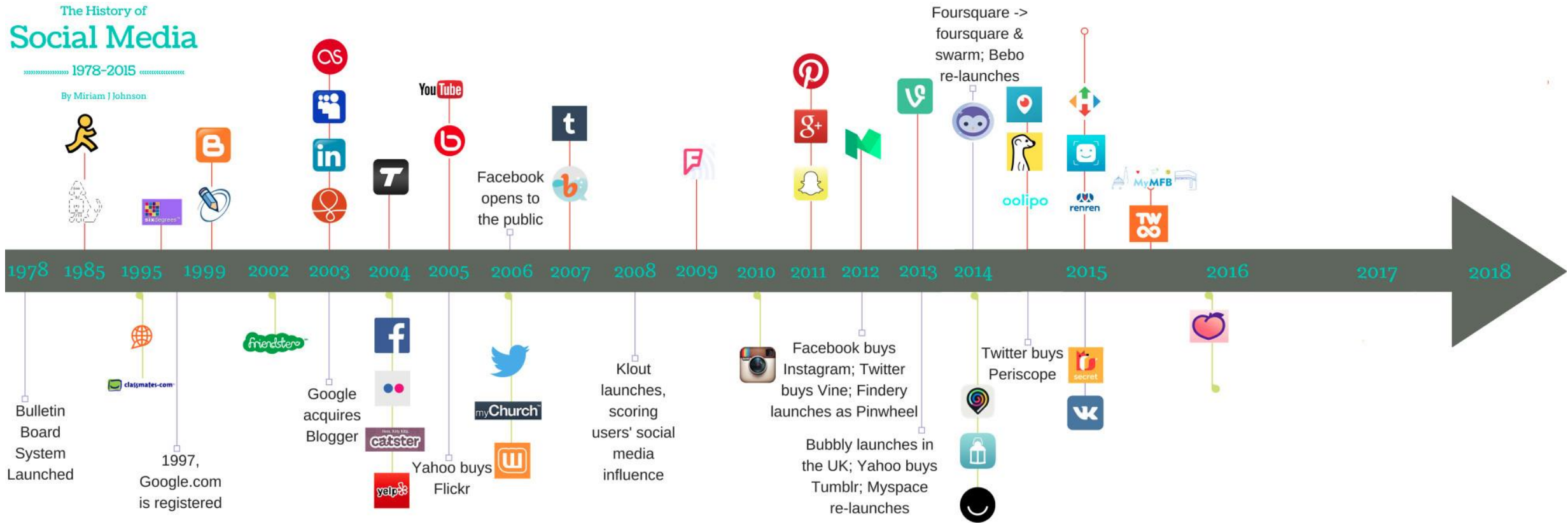
# Social Advertising for SMBs: How Did We Get Here?



# Social Media Has Come a Long Way

## The History of Social Media

1978-2015  
By Miriam J Johnson



Source: Mariam Johnson, [www.booksaresocial.com](http://www.booksaresocial.com)

# Social Media Has Come a Long Way

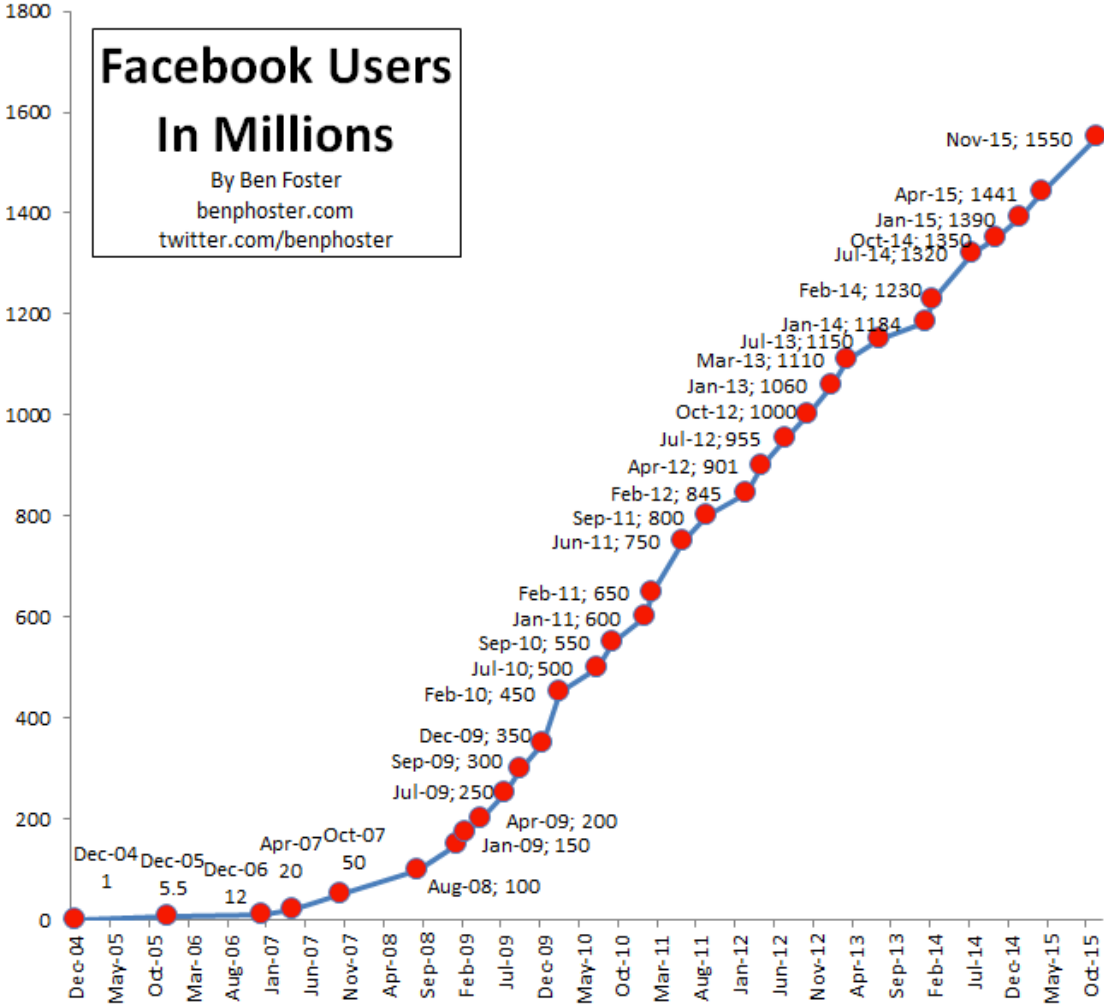
Social Media reaches over 2 billion people globally, and will generate more than \$32.9 billion in 2016 advertising revenue worldwide.



Source: Mariam Johnson, [www.booksaresocial.com](http://www.booksaresocial.com)

# Social Media Might as Well = Facebook

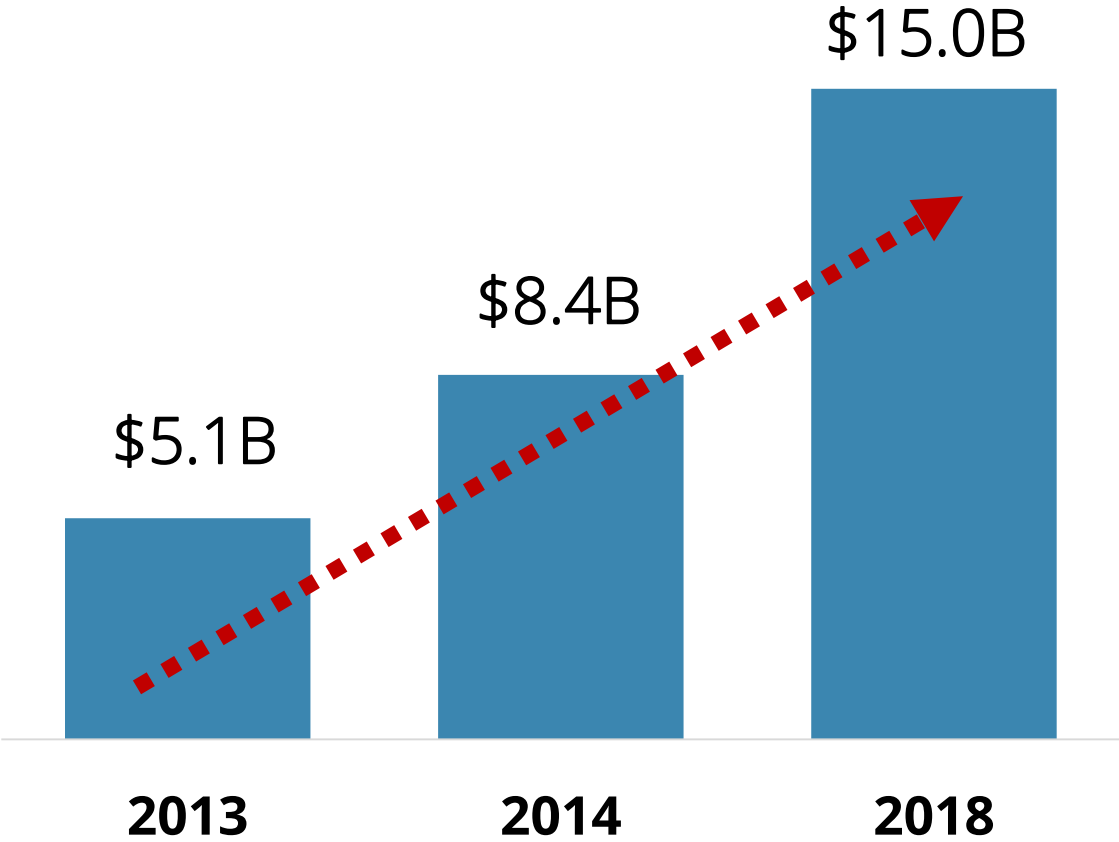
- Modern social media came into existence with the launch of Facebook in 2004.
- **72% of all adults** online visit Facebook at least once a month.
- 65% of monthly Facebook users **login daily**.
- The average Facebook user spends **20+ minutes on the site per day (!!).**





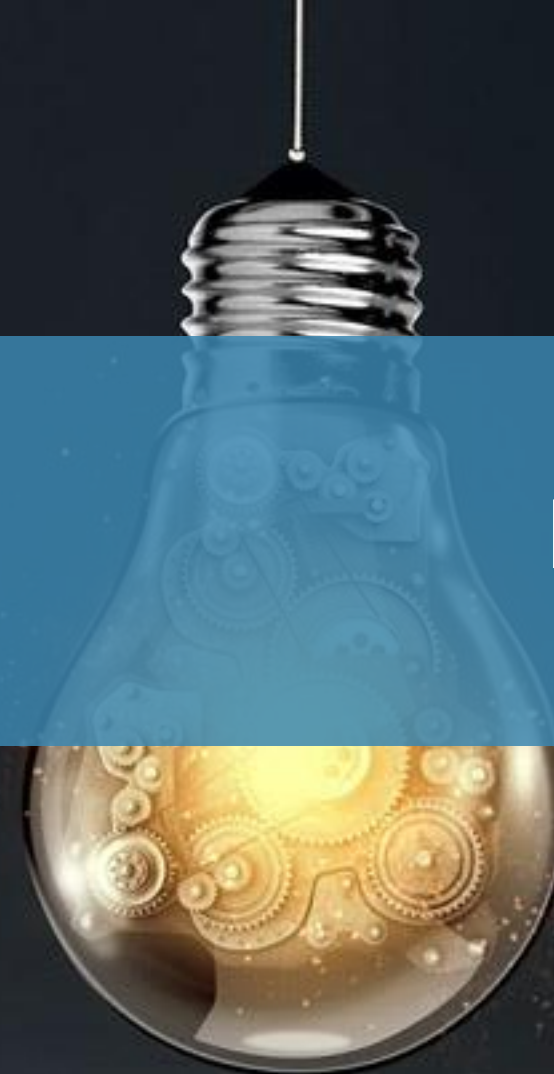
# SMBs Are Increasing Their Social Media Spending

Local Social Media Advertising Spending 2013-2018



- BIA/Kelsey’s Local Commerce Monitor found that SMBs **rank social media #1 in total spend and effectiveness** for the last two years.
- Local-only social media advertising is estimated to reach **\$12.3B in 2016** – increasing to **\$15.0B by 2018**.
- **73.2% of SMBs** used social media in some capacity to advertise or promote their business in 2015, with an average of **21.1% of total media budget** allocated to social.

# POLL



# Social Media Is Delivering Results

## SMB Assessment of Social Media Advertising ROI



# SMBs Are Making Social Media A Priority

## Twelve Month Marketing Priority

23.7%

Moderate

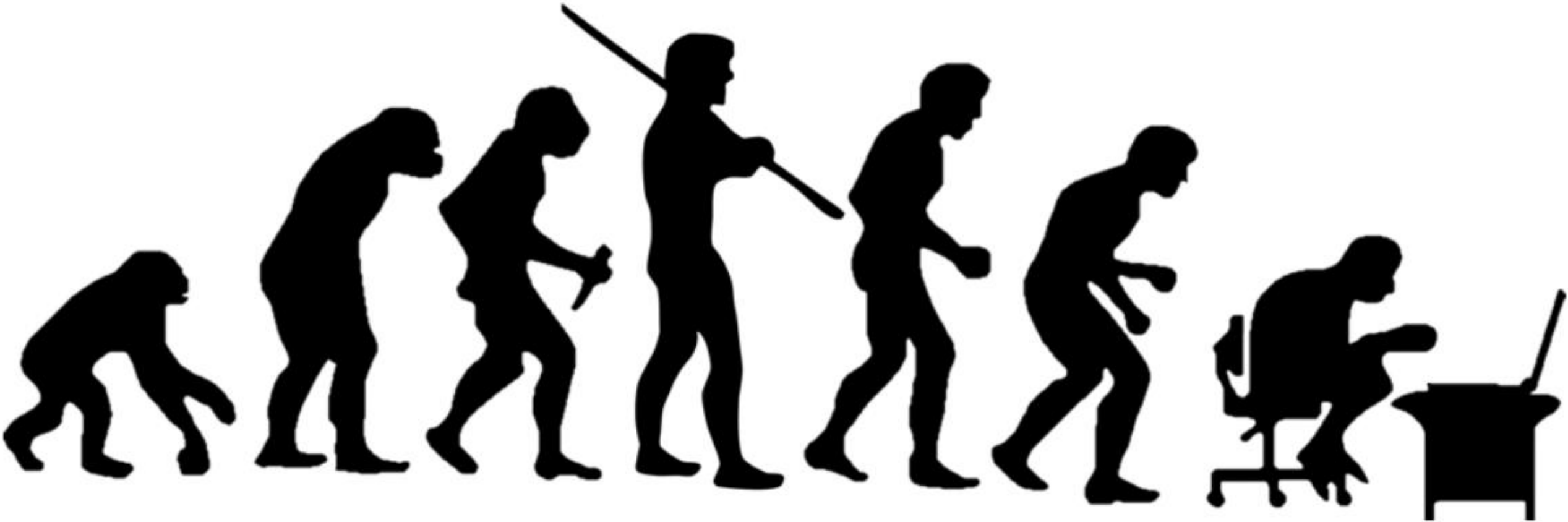
21.9%

Very High

17.3%

Extremely High

# Evolution of Social Media SMB Products

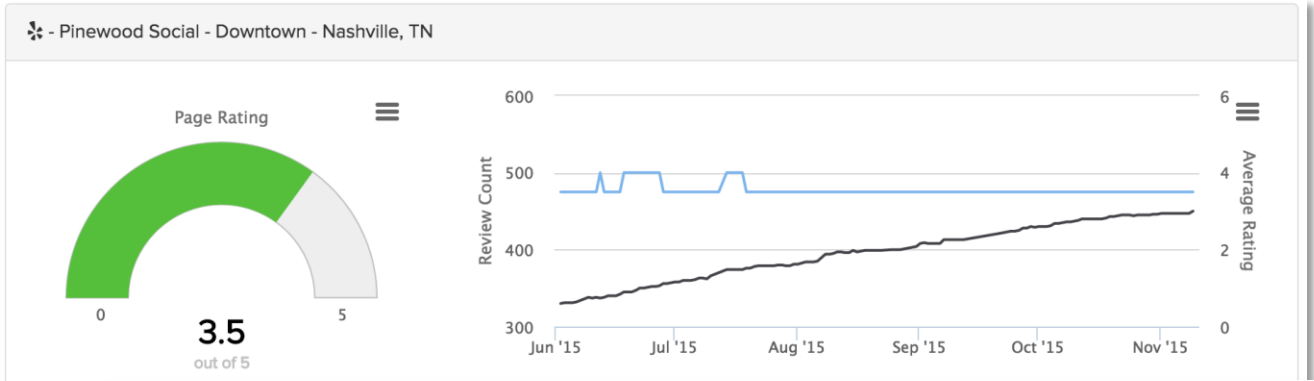


# Evolution of Social Media SMB Products



It all started with social media presence and reputation management solutions.

# Importance of Social Media Customer Opinion



We Asked SMBs:  
 “How Important is Social Media Customer Opinion Monitoring to Your Business?”

**23.3%** Extremely Important

**26.6%** Very Important

**20.7%** Somewhat Important

Summary | **Reviews By Site** | Reviews By Rating

Site/Directory	Avg. Rating	All Time	This Week	This Month
Facebook	★★★★☆	22763	2	2
TripAdvisor	★★★★☆	16087	62	62
Yelp	★★★☆☆	1752	2	2

# Beyond Presence & Reputation Into Performance Advertising





# Understanding Ad Campaigns Can Be Complicated

Search Facebook
Cathryn
Home 2
1

Manage Ads
Account Settings
Billing
Power Editor
Tools
Create Ad
Share Feedback
Help

Account: Cathryn's Ad Account
 Filters
Last 30 days

## Campaign: Bay Area Page Likes - Test 2

Performance
Audience
Placement

**189**  
Results: Page Likes

**7,376**  
People Reached

**\$100.00**  
Amount Spent

Custom

**\$0.53**  
Cost per Result

**1.62%**  
Result Rate

**Campaign**  On Edit

**Delivery**  
● Not Delivering (Ad Set Completed)

**Objective**  
Page Likes

**Amount Spent Today**  
\$0.00 spent today  
\$502.18 total spent of \$502.18 budget

**Total Schedule**  
Mar 04, 2015 8:49pm – Jun 05, 2015 5:43pm

Ad Sets in this Campaign + Ad Set Columns: Performance Export

	Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount Spent	Schedule
<input type="checkbox"/>	Bay Area Target Demo 1 - Page Likes Bay Area Page Likes - Test 2	● Completed	189 Page Likes	7,376	\$0.53 Per Page Like	\$200.00 Lifetime	\$100.00	Mar 4, 2015 – Jun 5, 2015 92 days
Showing 1 Ad Set			189 Page Likes	7,376	\$0.53 Cost Per Page ...		\$100.00	

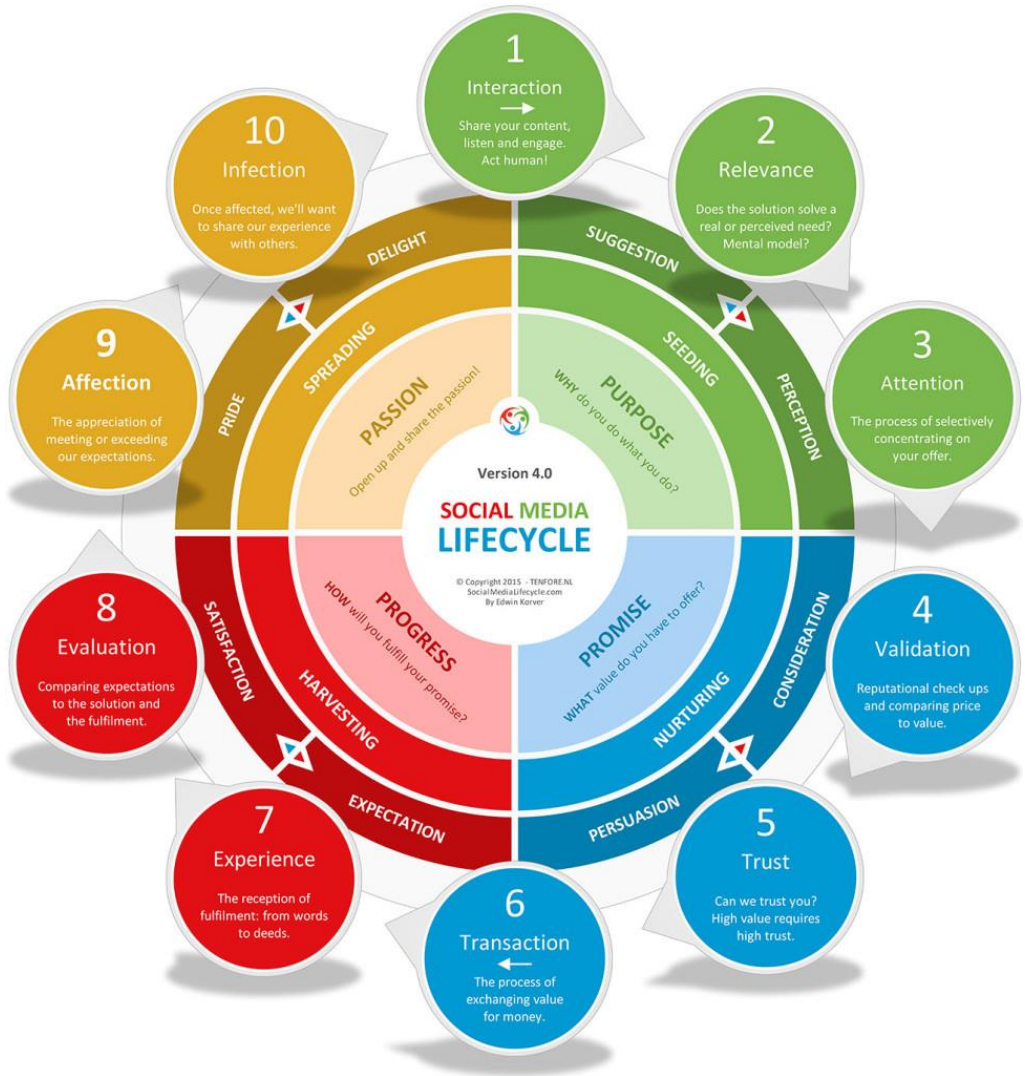


# SMB Social Ads: The Reseller Opportunity

# The Customer Journey Used to Be So Simple...



# Social Media Has Created New Engagement Points




- Social media advertising is based on **discovery** – putting advertisers in the **stream of content** a user sees in their social feeds.
- Social advertising **is about people, not cookies** – reaching the same person across devices at the right time.
- Social advertising now incorporates **easily measurable performance** ad formats and placements.

# How Do Resellers & Their Sales Teams Adapt?

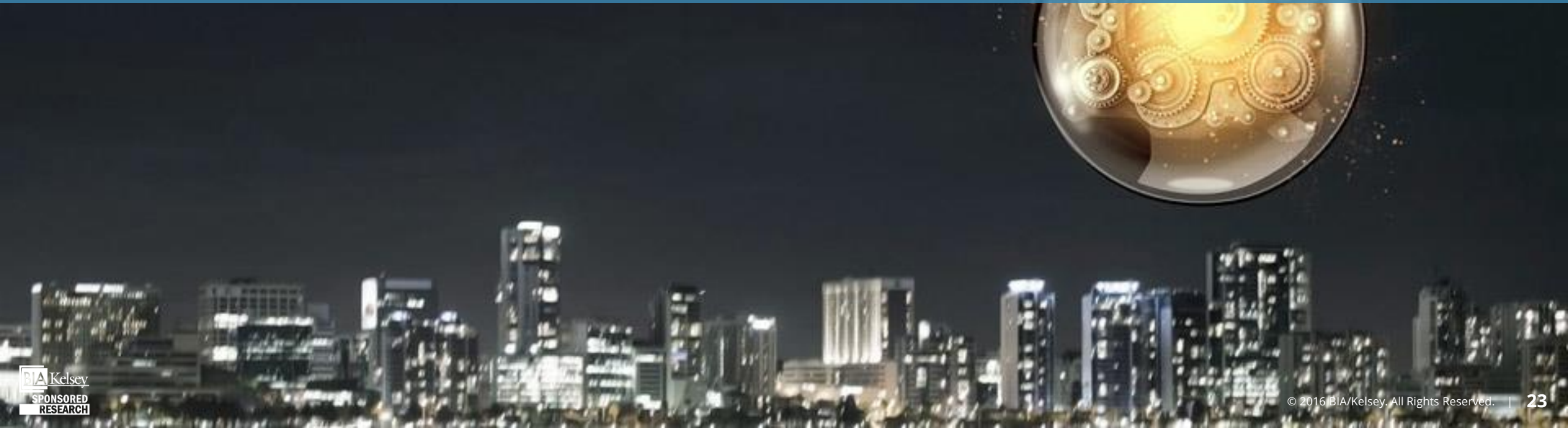
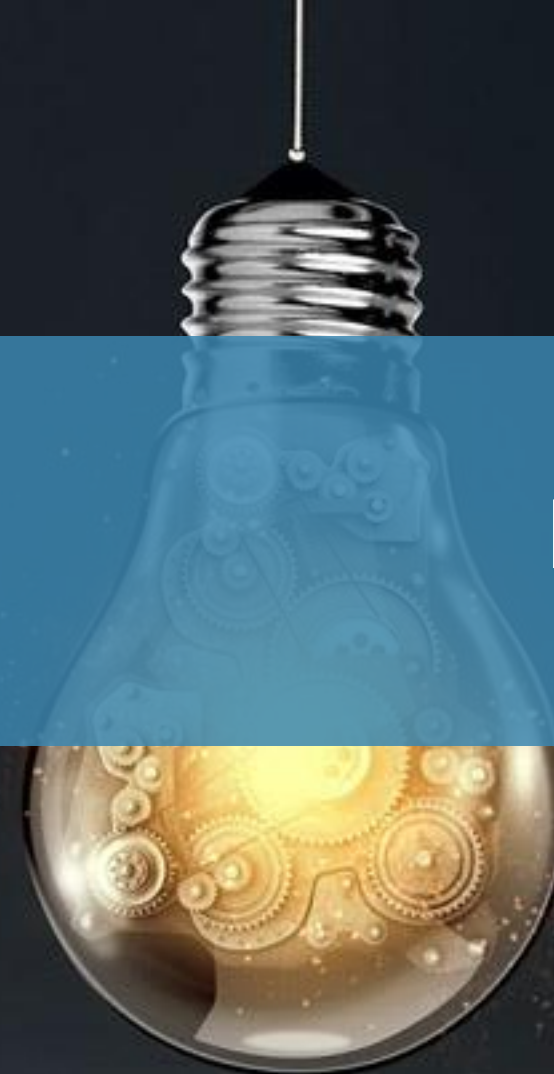
## BIGGEST RESELLER CHALLENGES IN ADOPTING SMB SOCIAL ADVERTISING

- There is a lack of clarity as to how to create a '\$100m' line of business from Social Advertising.
- Sales organizations have been conditioned to think 'social = reputation management'.
- The level of effort required to offer performance social advertising cuts into organization profit margins.
- Product teams haven't had the right platform to easily launch performance SMB social ad campaigns at scale.

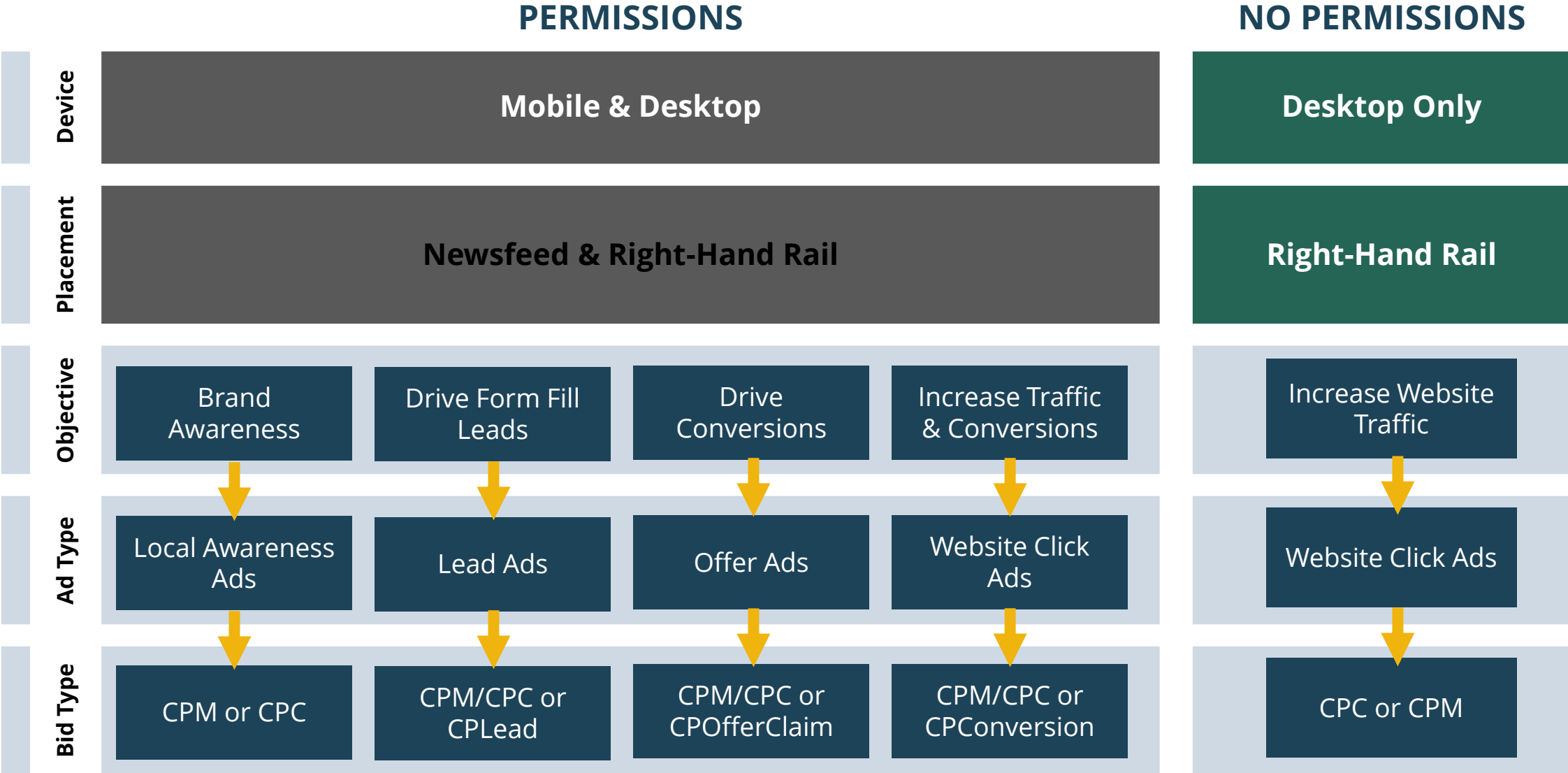


As SMB demand increases, resellers must define quality social advertising products that deliver value to customers, and a meaningful new line of business.

# POLL



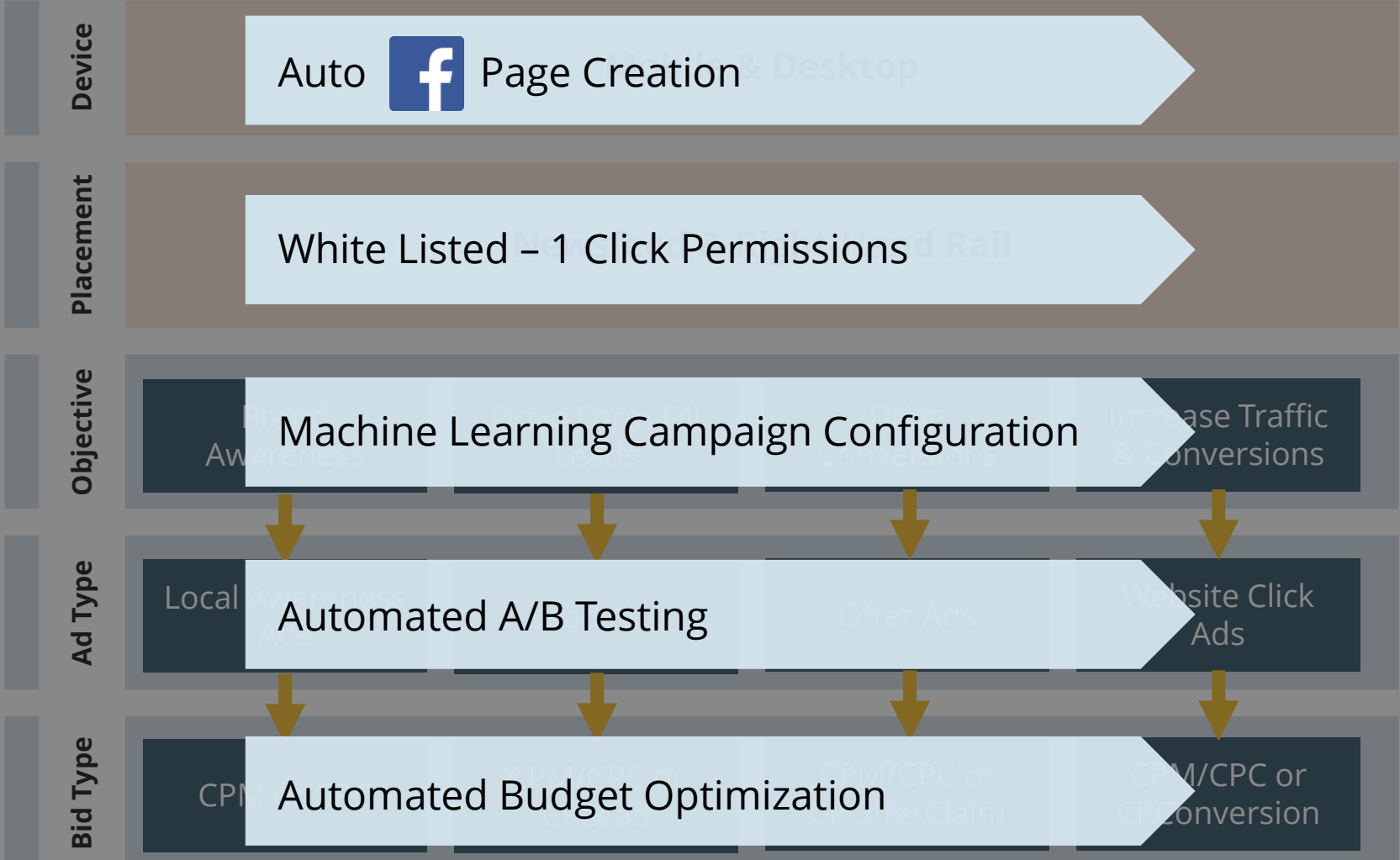
# Maximizing ROI for SMBs: Permissions Based Advertising





# Permissions Based Advertising at Scale

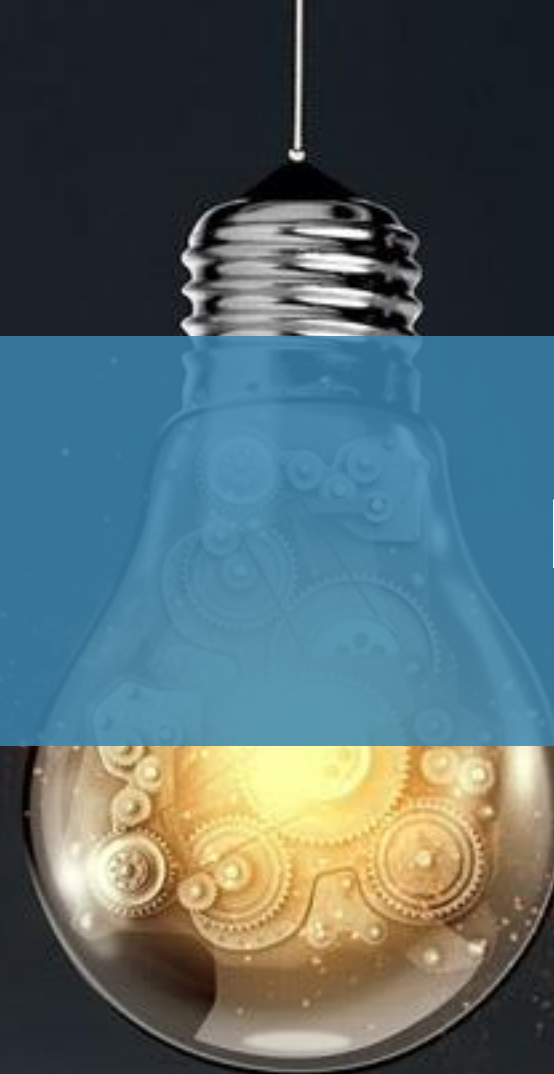
## PERMISSIONS



# Targeting People Not Cookies

	TESTING TYPES	CRITERIA	INTEGRATION OPPORTUNITIES
Connections	Fans and/or Fans connected to your page/app	Permissions Required	
Custom Audiences	Customer Database or Website Traffic	Access to Database or Pixel Installation on website	Websites + Search
Lookalike Audiences	Lookalike of database or Lookalike of website traffic	Access to database or pixel installation on website	+ Display

# POLL



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# Selected Social Ad Case Studies



# Social Ad Case Study: Local Entertainment SMB

Campaign Budget	Cost Per Click	ROI
\$150	\$0.40	57X

### The Goal

### The Campaign

Get the word out that a completely new gaming experience is available.

Based on objectives, Tiger Pistol platform created a custom 2-week Facebook campaign for the client for only \$150.

Reach interested customers looking to give someone a unique and exciting new experience.

Facebook campaign creative was optimized to drive clicks to website where customers could purchase \$100 gift vouchers.

Drive sales of gift vouchers to the virtual gaming reality experience.

Data-driven creative execution focused on getting customers excited to share posts about business.

## The Results

Reached more than 25,000 customers and drove 367 clicks to website at a cost per click of \$0.40.

100 gift vouchers sold during the course of the campaign.

Total retail value of gift voucher sales was \$8,650, delivering a 57X ROI on the initial \$150 ad campaign spend.

# Social Ad Case Study: Travel & Recreation SMB

Campaign Budget	Cost Per Click	ROI
\$580	\$0.31	12X

The Goal	The Campaign
Reach outdoor-oriented and adventure travelers with flexible travel schedules.	Based on high value goals, Tiger Pistol platform created a 35-day Facebook campaign for the client for \$580.
Increase mid-week bookings and occupancy for luxury tent accommodations across multiple locations.	Leveraged travel industry campaign data to test multiple variations of Facebook Click-to-Website campaign to reach 34,000+ consumers.
Promote “glamping” style getaways to travelers interested in a unique outdoor experience.	Consumers provided with coupon code for discounted mid-week bookings.

## The Results

1,656 clicks to advertiser website resulting in 5 direct customer coupon redemptions worth \$1,012.

3X-4X lift in mid-week reservations for next month, booking more than 50 additional nights.

Over \$7,400 in additional mid-week bookings, resulting in 12X+ ROI on original \$580 budget.

# Free Report

## Learn More About Social Advertising – Download BIA/Kelsey’s ‘Social Advertising: Campaign Management for SMB Engagement White Paper, Sponsored by Tiger Pistol:



<http://bit.do/tigerpistol>

The image shows a thumbnail of a white paper report. The cover features the BIA/Kelsey logo (SPONSORED RESEARCH) and the Tiger Pistol logo. The title is "Social Advertising: Campaign Management for SMB Engagement" dated March 2016. The first page of the report is visible, showing the title, a sub-header "Campaign Management For SMB Engagement", and a table of contents. The table of contents includes sections for "Trade Services - Plumbing" and "Entertainment Services", each with a table showing Cost Per Click and ROI. The Plumbing section shows a Cost Per Click of \$0.80 and a 39% Week-Over-Week Improvement. The Entertainment Services section shows a Cost Per Click of \$0.27 and a 38% Week-Over-Week Improvement. The report also includes a small graphic of a key and a padlock.



# Discussion + Q&A



# Questions & Comments:

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Thank You!

